

# Maclean's

Canada's National Magazine

**5¢**  
*a copy*

T O R O N T O

**MAY 15**

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*Featuring*

## CANADA'S INDUSTRIAL FRONT

**A Story of Men,  
Machines and  
Weapons in the  
Making**



Cover: Hon. C. D. Howe, Minister of  
Munitions and Supply. Photo by Karsh.











## THIS IS WHAT WE THINK



Miles Vickers. Tapping slag from blastwork's quiet furnace.

## The Nation's Forge

AS ONE of a series of numbers devoted to the various branches of Canada's War Effort, *Maclean's* presents in compact form the story of our Industrial Front.

It is a story of considerable achievement. Conversion of peacetime factories and expansion into the pattern of a wartime forge has been accomplished with skill, capacity and, generally, with speed and efficiency. Characteristic testimony by the public here, from well as long overseas. The adaptability of Canadian workers, men and women, has been demonstrated. Production in a number of leisurely factories has been reported, or even hoped for.

Considering the picture as a whole, a task of immense proportions for a nation that has been so well performed. The effort behind the page should follow it to give the reader a bird's-eye view and to reveal where more work is done. It is not by any means to suggest that we are doing all we can do; that there is not room for improvement, that all objectives have been conquered.

There still are areas of improvement in the flow of material, means of equipment inadequately utilized, cases of loss of working time.

In an appeal for a speeding up of production, Hon. C. D. Howe stated recently:

"This war has suddenly upset all of our calculations. Yet an enormously large pro-

portion of our volume cannot even yet realize that we are now, today, at the very hour, the awful hour of our destiny.

"It is not a question for anyone or anyone to decide. It is not within their sole power to turn the tide of battle. The men must rise up on the shoulders of all the men, the women in the plants, the workers in the homes—the executives who control the production capacity of our industries big and small.

"Success may be too late to discover the steps and means of speeding up production, and then our future is an uncertainty too wild to contemplate.

"It is then too much to expect that every man in Canada who has productive capacity at his command will forget self and profit, will overlook rights and privileges and turn his whole thought to the production of the war materials so urgently needed by those who face the enemy on our sea defenses, but to the field and on ocean shockingly near our shores?"

The Forge of Victory requires whole heart, a portolothed and physical fervor that leaves

We hope that this mood of what has been achieved—and of what has to be yet achieved—will serve to stimulate that fervor.

## Prevent Sickness

IN CANADA, every year, sickness causes a waste loss of approximately \$10,000,000.

The average wage earner loses one and a half days' work and wages per year—more days through sickness and non-industrial accidents, half a day through occupational accidents.

In terms of production the employees' loss is one and a half times as high—\$15,000,000. That is the value of lost work.

These figures, issued by the Industrial Division of the Health League of Canada, are based on many years' survey of over 1,000 industrial plants.

The loss can be and is being reduced. Fifty per cent of all sickness is preventable. Through adequate fitness prevention programs, many factories are reducing by half the average yearly loss of work and wages per worker.

Sickness prevention programs PAY — BOTH WORKER AND EMPLOYER. They reduce accidents and occupational diseases, absenteeism, later turnover, compensation in various instances. They improve efficiency and industrial labor relations.

## Briefly

WE HAVE a Transit Committee, to control public transportation systems, as Administrator of Services, to control transportation of goods, a Transport Controller, to coordinate movement of war materials and applying a Board of Transport Commissioners, to coordinate and harmonize the operations of all common transport by highway, ship and air. A Canadian Shipping Board, a Shipping Privileges Committee, an Advisory Board concerned with registration of ships, and several other authorities. There are reports of overlapping said, in some cases, confusion. Look at it as we called a Co-ordinator of Transport.

Blood transfusions save many lives. Speedy development of a patient's blood is necessary, particularly in cases of wound. It is suggested to us that it might be a good idea to have a person's blood type put in the National Registration Card.

War Savings Stamps are an important phase of Canada's war financing. School children, for instance, have done a particularly outstanding job in purchasing them. There are still many potential buyers in other classrooms who haven't yet got the savings stamp habit. Now that the money's retailers are to be used more widely as war stores, sales should be greatly increased.

**THE Craftsman goes to War!**

While bombs burst, shells crash, engines race and wheels thunder—less-and-repairs observe the performance of a Ford V8 engine. To them, the battlefield is a world wide laboratory from which comes new methods of working, new ideas for military vehicles.

An idea is sketched back to Ford of Canada, taken from the engineering department. Then the Canadian machine goes into action—testing, measuring, taking tests with accuracy, accuracy and speed. Knowing that the best of brains must depend on his hands, the mechanic leaves nothing to chance.

For every one in a battlefield as wide as the horizon, an Empire vehicle works as the "strong man" of the engine—strong, rugged, and unending force—just as used in military service, and set as a meeting service, every officer can come or visit wireless a equipment. These speedy fighting machines are "made-to-order" for modern warfare in Ford of Canada's Windsor plant.

The greyhanded craftsman in Windsor and the super-powered men in the ballistics lab who put the Ford V8 in the Ford V8 car. The confidence in Ford's fighting machines is making more than 100,000 Ford V8s in the world's most modern plants. Each of them is a world's most modern plant. Each of them is a world's most modern plant.

*A. H. Jones*  
A testimonial by Walter C. Jones, President, Ford of Canada.

**FORD MOTOR COMPANY OF CANADA, LIMITED**











# HIGHLIGHTS OF CANADA'S

# INDUSTRIAL WAR EFFORT

Note: Production of new materials is not included in this summary.

## ORDERS



War contracts placed in March 31, 1942: 207,000  
Value: \$2,447,500,000  
Orders now being placed at rate of: \$20 a day

## WORKERS



No. of workers in war production, Jan. 1, 1942: 400,000  
Women: 78,000  
Total: 478,000  
Annual payroll: \$700,000,000  
No. of workers to be added in 1942: 100,000

## NEW PLANTS



Gov't. investment in new war plants (C.I.P.) by Canada: 40% by Britain: \$400,000,000  
British war plant manufacturing investment in Toronto and Hamilton

## SHIPS



Types being built: Cargo 2, total 40  
No. of yards: 17, total 40  
No. of orders: 40,000  
Costs ships ordered: 17, 17  
Value of orders: \$150,000,000

## AIRCRAFT



Types being built: 12  
No. of plants: 12  
No. of workers: 40,000  
Types built in Dec. 1941: 2,000  
Planes in order: 18,000  
Value of orders: \$100,000,000

## CHEMICALS & EXPLOSIVES



Types Chemicals: 12, Explosives: 8  
No. of plants: 20  
No. of workers: 40,000  
Units built in Dec. 1941: 100,000  
Monthly capacity: 100,000  
Value of orders: \$75,000,000

## HEAVY MACHINERY



Types produced: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 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Shoe for ships: in the heart of the zone—squeezed between two giant rolling mills.

## The Shape of Ships to Come

Shipbuilding in Canada threatened to become a lost art between wars—but now the yards are booming

By LAWRENCE CRAIG

CANADA'S wartime shipbuilding program, as it stands at the end of the first quarter of 1962, has about 10 the remarkable dimensions of a busy bee. Two most there to deck and the floor-plate for an appropriate ending.

Its growth has been phenomenal. There are the Atlantic battle ships, the first month of the war, until October, 1959, one shipbuilding industry was limited to repair work and preliminary preparation for converting yards of power later vessels at war. At the outbreak of war our shipyards employed 1,000 workers.

Today, according to Canadian yards—some of the largest in the world—shipbuilding and repair yards are working at full capacity. They employ 10,000 men and women. Their output adds up to a value of more than \$100,000,000 and a turnover of 2,500,000. Shipbuilding production in this year is up to 1,000,000 tons.

New Canadian yards are building auxiliary, five types of submarines, patrol boats and general duty ships in the larger dimensions for the Navy. This year we are beginning to build bigger and better destroyers and Tribal class destroyers. Kilo class

boats had for two of the new destroyers and for an auxiliary cruiser of the larger corvette class. Sixty vessels in these categories have been ordered. Shipbuilding, there are thirty types of small boats, among them coast boats, sterns' tenders, boat-launching barges, oilrigs and supply boats, including mines, gas mines and diving mines for the Royal Canadian Air Force harbor utility and motor torpedo boats, gun vessels, whalers, pulling boats and survey barges for the Royal Canadian Navy, service boats and religiously assault boats for the Canadian Army, battle practice targets for the British Admiralty, and mine launchers for the British Air Force.

The program for new merchant shipping construction calls for 151 steel vessels in two standard classifications—of 10,000 tons and 4,500 tons dead weight. Most of them are of the latter type. At the end of 1961 thirty-five boats had been laid. Seven ships had been launched. The first of them to be completed crossed the Atlantic on her maiden voyage last January, headed solely as a British port during the first week of February, with a capacity load of livestock and machinery. Delivery of one hundred finished ships scheduled for 1962.

On the East Coast a new floating dry dock is to be completed this summer, 600 feet long, 150 feet wide, capable of handling ship ship up to 25,000 tons. Cost around \$1,000,000.

While the war began Canadian shipyards have equipped thirty merchant vessels to defend themselves against enemy attack, including those previously built for use as auxiliary destroyers.

This is the official record up to the beginning of 1962. It is still more impressive than any, but exact, last month production figures are not being released.

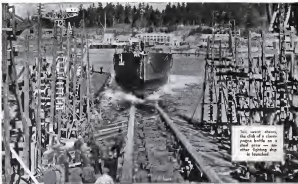
Signs With Knowledge

WE HAVE come a long way since the summer of 1945, when the post-World War II era was very much about. Victory Directorate Holland, all machine industry and allies, had been a success. The French had said warlike matters, with a very few exceptions, was under their control. The United States was still not more than a friendly neighbor, with inner-land only on the side of the bulk of French Roosevelt's mind. The old Navyship Act (Law)

Continued on page 20



This large steel ship deck all from the properties of a playing suggests an enemy ship; 200 corrosion and microscopes have been ordered built in Canada to assist in smaller Navy types.



This, under steam, the ship of a clean-pipe battle on a steel ship—no other fighting ship is launched.









































































A shirt that has shrunk out of size can practically drive a man crazy. It's not the laundry's fault, either. It's your own. Too simply by being sure that the shirts you buy are marked "Shrink-Free." You can be certain they will fit exactly, for as long as you wear them. The fabric is treated with the "Shrink-Free" kind never shrinks more than 1% no matter how many washings you give it. They're sold at all good stores in your neighborhood.

•SANFORIZED•

And the two "Pachyderm" labels in question—these, *patrons*, don't mean *patrons* at all. They mean *children's play sets*, *juvenile and adult*—and, of course, *children and adults* who don't think so.

Westminster Diagonale, later known as the mathematical department, and was in command of General Headquarters Workshop in France when the invention was agreed. Kierulff was at the White Company in 1914. Major Glimmer was general manager of the corporation for a time, then was a technical adviser to the White Industries in the United States in charge of business in Japan, India, Europe and Korea. After a short stay in Paris he went to the United States to become general manager of the western branch. The outbreak of war he offered his services to the British Army and was posted to France supporting General Macdonough with the French and Canadian Infantry. From that job he was a short time into France and Germany.

Mr. A. Stancovski, graduate of the University of Toronto, joined the government by General Motors. He commenced his work on military supplies in the early part of 1940 in the Department of National Defence and was shortly afterwards appointed Director of Ordnance Services (Mobilization). In this position he created a new department for the mobilization of the Ordnance Service for the Canadian Forces. In the summer of 1941 he was transferred to the Department of Munitions and Supply to handle various design requests for all government purchases (including automobile engines) through Canada. His work with him from the Department of Munitions and Supply was in the area of mobilization work which is an organization capable of handling the additional work involved.

[illegible]

If allies or enemies or neutrals can get any satisfaction out of the lot of military information, they're welcome to it.

Magdon's Museum, May 15, 1942

**INGRAM'S**  
**Cooler Shaves**  
Banish  
Razor Sting and Smart



**INGRAM'S**  
**SHAVING CREAM**  
A little goes a longer way.

## AWAY GO CORNS!

[illegible]

*Michigan's Intergovernmental Policy*, 1962

### Wings

Continued from page 18—Starts on page 8

materials and drawings from Kofoid. Before Dunbar's sale, the Canadian Embassy was given the English patent rights. When Kofoid's estate was sold, the rights were given to the Canadian manufacturer, who was already connected with the estates of certain vital patent. There was great assistance in tracing the drawings and specifications so that the drawings could be made in from sources on each payment.

As a result of such experience there has been a complete return to a national policy of North American intellectual property. As for the current production is concerned, the International brother has been virtually reborn and Canadian manufacturers of plants receive mostly the same priority privileges for patents in the U.S. as do the Americans.

Furthermore there has been a  
change in the relationship between the



Tilly Akleff, born in Alaska, demonstrates a square of 35-gil cotton in a Montreal plot.

and Washington, particularly near  
Paul Huxley. For example, five of  
the eight types now in the Canada  
program are of American design and  
one of these is being built for the  
United States. The manufacture of  
other types either has been or is being  
organized in the understanding that  
all materials will be available on the  
1960-1962.

We are, of course, dependent upon American production for the engines to power the aircraft which we build. We also obtain certain accessories such as flight instruments and the controls such as steel tubing from some of the leaders. This does not mean—as some have suggested—that there is no such thing as a general manufacturing industry in Canada. As a matter of fact, the Canadian plane industry has developed a versatility to such

ercent that American manufacturers are depending upon Chinese plants for important materials and components.

Thousands of tons of a lightweight yet strong plastic, the hostler from Celanese, Inc., is used not only in the carpet, drapes, but also in the form of a sheet (called carl) in covering swimming pools, porches. Besides the synthetic resin, Aluminon Co. of Canada plant at Kingston, which is buying thousands of Aluminon particles (black) every month, a new pavement plant is in production of aluminum particles. These particles about of submicron size will shortly be delivering them to the use of some hundreds every month. Meanwhile, Canadian Car and Foundry Company Ltd. has designed and is producing its own aerial propulsion apparatus with constant speed buffer. These are being delivered to the United States as well as Canada.

Another important item is a high-speed fuel pump which is now being manufactured in a new plant near Toronto. Most of these fuel pumps are being sent to a California factory for use in a plane being built there for the Royal Air Force. One Canadian assembly manufacturer has orders from the United States amounting to \$300,000 a month or a total of \$6,000,000 a year.

Finally, several bottlenecks were related to the mobilization of designs to basic-pipe with training and operational requirements. For example, the annual report of Canadian Oil and Petroleum Co. for the year ended September 30, 1941, indicates that production of Housatonic had hardly reached the maximum output according to standard requirements when serious delays were incurred through mobilization into inventory by development in coastal basins at the last two quarters. The conclusion, by the president of the company, is that:

While the milk market has expanded, shortages are not likely to become a problem, says the USDA. It has estimated that total demand for 1990 of this type of curd, only about half of the total has been shipped.

While the demands of the light and heavy cream cannot be served, the Domestic Council of American Producers has provided letters to protect the manufacturers against returning milkshakes. Now no change is made without consultation between the Air Force and manufacturers.

Manufacturers, seeking to reduce the demand results with the minimum delay in production.

### Setting Production Time

**STARTING** virtually from grass roots, as they did, the Canadian manufacturers have been exposed to a heavy lobbying production with the various branches of experienced personnel and with previously no mass production equipment, such as hydraulic presses, stamping machines, automatic routers, etc. The situation in Canadian plant was somewhat up in the air until H. R. MacBride, then chairman of the Western Requirements Board, in the conclusion of his report of a survey on the



*Now more than ever*  
our prime purpose is  
defending your home!

A brilliant, startling Pooh in the sky... a flaming meteor streaks eastward! The galaxies of our astronomical debate have again found the keys of an enemy bomb! But, there will be other bombers, and another harvest of thousands of shells must be sent us to defeat their great purpose.

To help make these shells and other specimens in the vaults why Anacostia Fisheries have been greatly enlarged . . . the means why is shaded off has been more than doubled . . . for current . . . main support is needed to help was that war.

Yes, large quantities of copper and its alloys are needed for machinery, guns, projectile heads, cone fans, and for essential parts of tanks, trucks, ships, and countless other key components of war war effort. And in these war-time uses as in their peacetime uses, the outstanding qualities of endurance and workability found in copper and its alloys are indispensable. In war, as in peace, Alcanodine feels justly proud of the opportunity to serve in the defense of your home.

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



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# There, too, go I!

Wherever war with its black  
woes

Or flood, or fire, or famine goes  
There, too, go I!

Wherever strength and skill can  
bring

Surcease to human suffering  
There, too, am I!

I go wherever men may  
dare,

I go wherever woman's  
care

And love can live—

If earth in any quarter quakes  
Or pestilence its ravage makes  
My help I give.

The cross which on my arm I  
wear,

The flag which o'er my breast I  
bear

Are but the sign:

I am the ambassador for you  
I do what you would surely do  
If you were there!



Wherever the fires of war burn most fiercely... wherever suffering is greatest and danger deadliest... there, like the spirit of God upon earth, move the fearless, selfless men and women of the Red Cross.

Today, with hands outstretched towards you—eloquent, pleading hands—they ask your unstinted support to help them keep alight their lamp of humanity in a dark and stricken world. Honour them by giving generously—it is your privilege!

*Pictured above is Anna Neagle, celebrated British movie star, who plays a leading role in the new Canadian Red Cross film, "There too, go I." Photo courtesy R.K.O. Radio Pictures.*



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